

Project Description

Cambridge Casual is a leading S.E. Asian furniture retailer operating on the Shopify eCommerce platform. The client wanted to leverage **Marketing Cloud Growth (MCG)** as their marketing automation platform for highly scalable usecases.

The project involved integrating Shopify customer, product, and order data with Salesforce Data Cloud while capturing real-time website behavioral events using Salesforce Web SDK. Customer identities were unified using Identity Resolution to build a 360-degree customer profile.

Behavioral and transactional data were leveraged to create customer segments, engagement metrics, and personalized marketing journeys in Marketing Cloud Growth. The solution enabled Cambridge Casual to deliver targeted customer experiences across the customer lifecycle, from acquisition to retention.

Basic Requirements

The client wanted to establish Salesforce Data Cloud as the centralized Customer Data Platform for customer data management and Marketing Cloud Growth for customer engagement.

The primary requirements included:

- Integrate Shopify Customers, Products, and Orders into Salesforce Data Cloud.
- Capture real-time website interactions using Salesforce Web SDK.
- Create a unified customer profile using Identity Resolution.
- Configure Data Streams, Data Lake Objects (DLOs), Data Model Objects (DMOs), and Data Mapping.
- Build Calculated Insights to measure customer engagement.
- Create dynamic audience Segments based on customer behavior.
- Activate Data Cloud Segments into Marketing Cloud Growth.
- Implement personalized customer journeys.
- Track customer interactions across the complete purchase lifecycle.
- Enable data-driven marketing campaigns using unified customer profiles.

Architecture Diagram



USE CASES

1. Customer Data Unification

Channel: Salesforce Data Cloud

Data Sources: Shopify + Salesforce Web SDK

Use Case Details

Customer, product, and order data from Shopify along with website behavioral events captured through Salesforce Web SDK were ingested into Salesforce Data Cloud. Identity Resolution was configured to merge anonymous website visitors with authenticated

Shopify customers, resulting in a unified customer profile used for personalization and analytics.

2. Website Behavioral Tracking

Channel: Web

Page: Entire Website

Content Zone: Website Tracking

Use Case Details

Salesforce Web SDK was implemented to capture customer interactions across the website. The tracked events included:

- Page View
- Product View
- Search
- Add to Cart
- Checkout Started
- Purchase
- Blog View
- Review Section Scroll

These behavioral events were ingested into Data Cloud and used for segmentation and customer engagement analysis.

3. Customer Engagement Scoring

Channel: Salesforce Data Cloud

Component: Calculated Insights

Use Case Details

Calculated Insights were created to measure customer engagement based on website activity and purchase behavior. Metrics such as page visits, product views, searches, cart additions, purchases, and customer activity were combined to generate engagement scores that identified highly engaged customers.

4. Dynamic Customer Segmentation

Channel: Salesforce Data Cloud

Component: Segments

Use Case Details

Dynamic customer segments were created using behavioral, transactional, and profile attributes. Example segments included:

- New Customers
- Repeat Buyers
- Cart Abandoners
- High Purchase Customers
- Inactive Customers

These segments refreshed automatically and were activated into Marketing Cloud Growth.

5. Welcome Journey

Channel: Marketing Cloud Growth

Journey: Welcome Journey

Use Case Details

When a new customer profile was created in Data Cloud, eligible customers entered the Welcome Journey. A personalized email series introduced the Cambridge Casual brand, highlighted featured products, and encouraged the customer's first purchase.

6. Abandoned Cart Journey

Channel: Marketing Cloud Growth

Journey: Abandoned Cart

Use Case Details

Customers who added products to their shopping cart but did not complete the purchase were automatically identified through Data Cloud segmentation. These customers entered an automated abandoned cart journey where reminder emails encouraged them to return and complete their purchase.

7. Abandoned Checkout Journey

Channel: Marketing Cloud Growth

Journey: Abandoned Checkout

Use Case Details

Customers who initiated checkout but did not complete payment were automatically qualified into a checkout abandonment segment. Marketing Cloud Growth triggered reminder emails containing personalized messaging to encourage checkout completion.

8. High Purchase Customer Journey

Channel: Marketing Cloud Growth

Journey: High Purchase Journey

Use Case Details

Customers identified as high-value buyers based on purchase history and engagement metrics were automatically enrolled into exclusive marketing journeys. These journeys delivered personalized promotions, loyalty communications, and product recommendations to encourage repeat purchases.

9. Product Catalog Synchronization

Channel: Salesforce Data Cloud

Component: Shopify Connector

Use Case Details

The Shopify product catalog was synchronized into Salesforce Data Cloud to support customer segmentation, purchase analytics, and personalized marketing campaigns. Product attributes were mapped to the Data Model for use in customer journeys and reporting.